

Message Text

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FOR OIM/WELCH

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SUBJECT: SUGGESTED COOPERATORS NOV MICROWAVE SHOW

POTENTIAL "COOPERATOR" PARTICIPANTS FOR TC MICROWAVE INSTRUMENTATION
CIRCUITS AND COMPONENTS EXHIBITION NOVEMBER 11-14, 1975.

1. RESEARCH AND SELECTION AIDS:
 1. PAST EXHIBITION: MICROWAVE CIRCUITS, COMPONENTS AND INSTRUMENTS EXHIBITION, DEC, 1973
 2. MARKET SURVEY "JAPANESE MARKET FOR MICROWAVE EQUIPMENT," NICHIBEI TECHNICAL CONSULTANTS LTD, JAN. 20, 1975
 3. TRADE LIST, ELECTRONIC COMPONENTS-JAPAN, FEBRUARY, 1974
 - 4 "ELECTRONICS DIGEST" 1975 ISSUE
 5. TC U.S. MANUFACTURERS' REPRESENTATIVE REGISTRATION
 6. OIM EXPORT MARKET DIGEST AND EPS, TC MICROWAVE SHOW, DEC, 1973
 11. RECOMMENDED COOPERATORS CLASSIFIED BY MAIN PRODUCT CATEGORIES:
 - A. RADIO AND TC COMMUNICATION EQUIPMENT
 - B. SEMICONDUCTORS AND RELATED DEVICES
 - C. TEST EQUIPMENT FOR ELECTRICAL, RADIO AND COMMUNICATION CIRCUITS
 - D. TRANSMITTING ELECTRON TUBES
 - E. RECEIVING ELECTRON TUBES
 - F. COMMUNICATION WIRE AND CABLE
 - G. OTHER ELECTRONIC COMPONENTS
 1. TEXAS INSTRUMENTS INC, DALLAS, TEXAS, (A,B,E)/TEXAS

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INSTRUMENTS JAPAN

2. HEWLETT-PACKARD CO, PALO ALTO, CALIF(A,B,G)/YOKOGAWA-HEWLETT PACKARD LTD
3. TEKTRONIX INC, BEAVERTON, OREGON(B,G)/SONY-TEKTRONIX CO
4. VARIANS ASSOCIATES, PALO ALTO, CALIF(A,D,E,G)/MARUBUN CORP
5. COLLINS RADIO CO, CEDAR RAPIDS, IOWA (A)/KYOKUTO BOEIK KAISHA LTD
6. MICROWAVE ASSOCIATES, BURLINGTON, MASS(A,B,D,E,G)/HAKUTO CO
7. WATKINS-JOHNSON CO, PALO ALTO, CALIF(A,B)/SEKI & CO
8. PRD ELECTRONICS INC, WESTBURY, NY(A,C)/SHOSHIN SHOJI CO
9. SCIENTIFIC ATLANTA INC, ATLANTA, CALIF(A,C)/RIKEI CORP
10. UNITRODE CORP, WATERTOWN, MASS(B,G)/RIKEI CORP
11. NARDA MICROWAVE CORP, PLAINVIEW, NY(C,G)/MIDORIYA ELECTRIC CO
12. CALIFORNIA MICROWAVE INC, SUNNYVALE, CALIF(A,D,G)/SEKI & CO
13. BIRD ELECTRONIC CORP, CLEVELAND, OHIO(A,G)/MARUBUN CORP
14. AVANTEK INC, SANTA CLARA, CALIF(A,B,F)/TOKO TRADING INC

III. COMMENTS:

MICROWAVE INDUSTRY IN JAPAN IS RELATIVELY NEW FIELD ESPECIALLY FOR HIGH FREQUENCY RANGE APPLICATIONS AND THERE IS NO SINGLE LARGE IMPORTER/TRADING FIRM OR JOINT VENTURE WHICH IS LEADER IN MARKETING U.S. MICROWAVE PRODUCTS. THEREFORE, ABOVE LOCAL CONTACTS ARE THOSE TC CONSIDERS MOST WELL-KNOWN FIRMS DEALING U.S. MICROWAVE PRODUCTS, THOSE NUMBERED 4-14 ARE ESPECIALLY ACTIVE THIS FIELD AND THUS MOST RECOMMENDED COOPERATORS. PAST EXPERIENCE IN TC SHOWS SUGGESTS THAT MANY OF ABOVE LISTED AGENTS WOULD CHOOSE MULTI-ACCOUNT PARTICIPATION OVER "COOPERATOR" STATUS IF THEY DECIDE PARTICIPATE SUBJECT EVENT. TCN WILL COMMENCE RECRUITMENT THESE COOPERATORS UPON RECEIPT OIM CONCURRENCE, COMMENT.

IV. PLS AIRMAIL TC MARKET RESEARCH SUMMARY AND ESP SUBJECT SHOW FOR SOLICITATION ABOVE FIRMS.

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